

How many are they and how much do they spend? €



	TTOO's catalogue	Total
Tourist arrivals (> 16 years old)	1,038,373	13,114,359
Average daily expenditure (€)	142.99	135.94
. in their place of residence	114.43	98.03
. in the Canary Islands	28.57	37.90
Average length of stay	9.2	9.4
Turnover per tourist (€)	1,232	1,141
Total turnover (> 16 years old) (€m)	1,279	14,957
Share of total turnover	8.6%	100%
Share of total tourist	8.0%	100%

Expenditure in the Canary Islands per tourist and trip (€) (\*)

	TTOO's catalogue	Total
<b>Accommodation (**):</b>	24.11	47.11
- Accommodation	18.37	40.52
- Additional accommodation expenses	5.73	6.60
<b>Transport:</b>	19.01	26.01
- Public transport	3.02	5.14
- Taxi	6.27	6.94
- Car rental	9.71	13.93
<b>Food and drink:</b>	99.44	148.33
- Food purchases at supermarkets	41.13	63.46
- Restaurants	58.31	84.87
<b>Souvenirs:</b>	56.44	53.88
<b>Leisure:</b>	35.93	34.52
- Organized excursions	21.64	14.95
- Leisure, amusement	4.89	4.55
- Trip to other islands	1.47	1.85
- Sporting activities	3.34	5.11
- Cultural activities	1.69	2.04
- Discos and disco-pubs	2.90	6.01
<b>Others:</b>	11.99	13.91
- Wellness	2.97	3.23
- Medical expenses	1.37	1.69
- Other expenses	7.65	8.99

How far in advance do they book their trip? ✓



	TTOO's catalogue	Total
The same day they leave	0.3%	0.6%
Between 2 and 7 days	3.8%	6.3%
Between 8 and 15 days	5.3%	7.9%
Between 16 and 30 days	12.2%	14.7%
Between 31 and 90 days	33.0%	34.3%
More than 90 days	45.4%	36.2%

What do they book at their place of residence? Islas Canarias



	TTOO's catalogue	Total
Flight only	0.7%	8.8%
Flight and accommodation (room only)	11.7%	25.7%
Flight and accommodation (B&B)	5.3%	8.0%
Flight and accommodation (half board)	24.7%	20.4%
Flight and accommodation (full board)	5.5%	4.3%
Flight and accommodation (all inclusive)	52.1%	32.8%
<b>% Tourists using low-cost airlines</b>	31.4%	48.7%
<b>Other expenses in their place of residence:</b>		
- Car rental	5.8%	11.8%
- Sporting activities	7.6%	5.3%
- Excursions	6.5%	5.7%
- Trip to other islands	2.3%	1.6%

How do they book? Islas Canarias



	TTOO's catalogue	Total
<b>Accommodation booking</b>		
<b>Tour Operator</b>	61.6%	42.3%
- Tour Operator's website	64.9%	78.8%
<b>Accommodation</b>	4.4%	14.7%
- Accommodation's website	79.1%	83.5%
<b>Travel agency (High street)</b>	30.3%	20.5%
<b>Online Travel Agency (OTA)</b>	3.5%	16.5%
<b>No need to book accommodation</b>	0.2%	6.0%

Flight booking

	TTOO's catalogue	Total
<b>Tour Operator</b>	62.9%	44.6%
- Tour Operator's website	59.6%	76.3%
<b>Airline</b>	6.1%	24.8%
- Airline's website	81.8%	96.2%
<b>Travel agency (High street)</b>	27.5%	19.1%
<b>Online Travel Agency (OTA)</b>	3.4%	11.5%

Where do they stay? 🏠

	TTOO's catalogue	Total
5* Hotel	7.0%	7.1%
4* Hotel	53.0%	39.6%
1-2-3* Hotel	16.2%	14.6%
Apartment	20.9%	31.5%
Property (privately-owned, friends, family)	0.1%	4.6%
Others	2.7%	2.6%

Who are they? 👁️



	TTOO's catalogue	Total
<b>Gender</b>		
Percentage of men	47.6%	48.5%
Percentage of women	52.4%	51.5%

	TTOO's catalogue	Total
<b>Age</b>		
Average age (tourists > 16 years old)	49.3	46.3
Standard deviation	16.0	15.3

	TTOO's catalogue	Total
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	6.9%	8.2%
25-30 years old	9.5%	11.1%
31-45 years old	24.5%	29.1%
46-60 years old	30.5%	30.9%
Over 60 years old	28.6%	20.7%

	TTOO's catalogue	Total
<b>Occupation</b>		
Business owner or self-employed	18.2%	23.1%
Upper/Middle management employee	35.1%	36.1%
Auxiliary level employee	14.4%	15.5%
Students	4.4%	5.1%
Retired	26.2%	18.0%
Unemployed / unpaid dom. work	1.7%	2.2%

	TTOO's catalogue	Total
<b>Annual household income level</b>		
€12,000 - €24,000	16.7%	17.8%
€24,001 - €36,000	20.8%	19.4%
€36,001 - €48,000	17.4%	16.9%
€48,001 - €60,000	14.3%	14.6%
€60,001 - €72,000	10.4%	9.5%
€72,001 - €84,000	5.2%	6.0%
More than €84,000	15.2%	15.8%

(\*) Expense is prorated among all the tourists (even those who have not spent in destination).

(\*\*) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists informed by TTOO's catalogue	1,038,373	241,565	195,760	305,719	278,379	8,967
- Share by islands	100%	23.3%	18.9%	29.4%	26.8%	0.9%
Total tourists	13,114,359	2,328,674	1,914,107	3,654,806	4,885,901	221,541
- Share by islands	100%	17.8%	14.6%	27.9%	37.3%	1.7%
% Tourists informed by TTOO's catalogue	8.0%	10.4%	10.3%	8.4%	5.8%	4.1%

Who do they come with?



Why do they choose the Canary Islands?



	TTOO's catalogue	Total
Unaccompanied	4.0%	9.1%
Only with partner	54.5%	47.6%
Only with children (under the age of 13)	1.5%	1.5%
Partner + children (under the age of 13)	12.5%	11.8%
Other relatives	5.8%	6.0%
Friends	4.4%	6.1%
Work colleagues	0.1%	0.3%
Other combinations <sup>(1)</sup>	17.2%	17.5%

Aspects influencing the choice	TTOO's catalogue	Total
Climate/sun	94.4%	89.8%
Tranquillity/rest/relaxation	40.8%	36.6%
Beaches	33.5%	34.5%
Visiting new places	22.1%	14.6%
Scenery	21.0%	21.9%
Security	15.5%	11.1%
Price	13.6%	12.7%
Ease of travel	10.0%	8.9%
Suitable destination for children	7.9%	7.5%
Quality of the environment	5.3%	6.5%
Active tourism	4.5%	5.1%
Culture	3.5%	2.6%
Shopping	2.5%	2.6%
Theme parks	2.3%	3.0%
Nightlife/fun	2.3%	3.8%
Rural tourism	1.7%	1.0%

\* Multi-choice question (different situations have been isolated)

How do they rate the destination?



Impression of their stay	TTOO's catalogue	Total
Good or very good (% tourists)	93.9%	94.1%
Average rating (scale 1-10)	8.88	8.90

\* Multi-choice question

How many are loyal to the destination?

Repeat tourists of the Canary Islands	TTOO's catalogue	Total
Repeat tourists	67.3%	77.3%
In love (at least 10 previous visits)	10.0%	16.1%

What did motivate them to come?



Aspects motivating the choice	TTOO's catalogue	Total
Previous visits to the Canary Islands	48.0%	64.1%
Recommendation by friends or relatives	15.0%	34.5%
The Canary Islands television channel	0.1%	0.3%
Other television or radio channels	0.6%	0.8%
Information in the press/magazines/books	1.6%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	100.0%	8.0%
Recommendation by Travel Agency	9.5%	9.7%
Information obtained via the Internet	11.5%	25.8%
Senior Tourism programme	0.0%	0.2%
Others	0.6%	6.1%

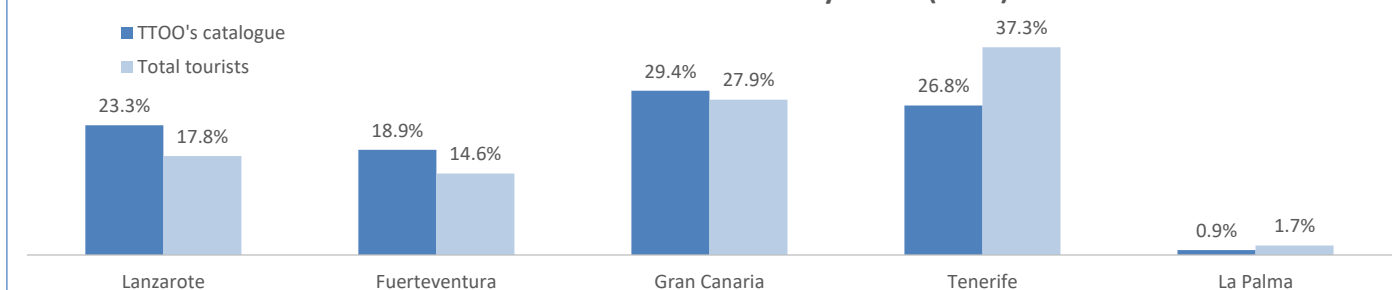
\* Multi-choice question

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	35.8%	371,835
Germany	24.9%	258,499
France	7.9%	81,837
Sweden	4.6%	47,873
Belgium	4.4%	45,575
Netherlands	3.4%	35,094
Italy	2.7%	27,639
Switzerland	2.5%	26,447
Norway	2.1%	22,215
Denmark	1.9%	20,061

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that at least one of him/her two reasons for choice was tour operator's brochure or catalogue.

(1) Combination of some groups previously analyzed.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.